

Last Daily News to come March 4

Chicago (AP)—The Chicago *Daily News*, which earned a reputation for excellence in writing and foreign reporting and served as the setting for a comic play about newspapers, will cease publication with its March 4 edition.

Publisher Marshall Field made the formal announcement yesterday, less than three weeks after he climbed atop a desk in the city room of the newspaper and said that the board of directors was "contemplating" a shut-down of the city's last remaining afternoon newspaper.

The *Daily News*, which has accumulated 15 Pulitzer prizes in its 102-year history, reported losses of \$11 million in the last year and \$21.7 million since September 30, 1974. Its average daily circulation has declined from 397,598 in 1974 to 329,078 last September.

The demise of the *Daily News* will leave two dailies—the *Tribune* and the *Sun-Times*—competing in what was once a tooth-and-claw newspaper market in Chicago.

The Tribune Company shut down *Chicago Today*, the only afternoon competitor to the *Daily News*, in 1974 and extended the morning *Tribune* to "24-hour" publication including afternoon editions.

But the financial problems of the *Daily News* continued. In an effort to lift the newspaper from its doldrums, parent company Field Enterprises, Inc., launched a sweeping remake in 1976, including new page layouts, added features and a shift in editorial content.

James Hoge, the new editor-in-chief, and Mike Royko, star *Daily News* columnist, appeared in television advertising spots, Mr. Royko pounding his typewriter in the newsroom and Mr. Hoge standing behind him plugging the "new *Daily News*."

The struggling newspaper also decided as a cost-cutting measure to recall from London, Asia, Africa and Paris the remaining reporters in its once-distinguished foreign service, established during the Spanish-American War as the first of its kind by publisher Victor Fremont Lawson.